

Message Text

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COMMERCE FOR ITA/BED/OIM/EA - ROBERT KELLY AND WASHINGTON
COMMERICAL ACTION GROUP

E.O. 11652: N/A
TAGS: BEXP, TW
SUBJECT: FIRST QUARTER FY78 CCP PROGRESS REPORT, AND PROPOSED
PRIORITY REALIGNMENT

1. THE CURRENT CCP FOR TAIWAN IS A COMPREHENSIVE AND AMBITIOUS COMMERCIAL PROGRAM, CONTAINING AS IT DOES A WIDE ASSORTMENT OF CAMPAIGNS WITH A HOST OF ACTIVITIES. HOWEVER, WHEN UNFORESEEN EVENTS OCCUR THAT EFFECT THE COMMERCIAL SECTION'S RESOURCES, THE CCAG MUST REASSESS THE CCP AND PRIPOSE TO WCAG A REALIGNMENT OF PRIORITIES (PROVED FOR IN THE SECOND PARAGRAPH OF ITEM 3, SECTION VII OF CCP). SUCH AN UNFORESEEN EVENT WAS THE ROC GOVERNMENT'S "BUY MORE IN AMERICA" (BMA) PROGRAM ANNOUNCED ON NOVEMBER 5, 1977 -- THE DETAILS OF WHICH ARE STILL BEING DEvised AND IMPLEMENTED. THE SIX CCP CAMPAIGNS, WHILE STILL VIABLE, HAVE HAD TO TAKE A LOWER PRIORITY THAN THE BMA, WHICH HAS ALREADY CONSUMED A HUGE BLOCK OF OUR TIME.

2. WE ARE THEREFORE PROPOSING THE BMA PROGRAM AS CAMPAIGN NUMBER ONE WITH PRIORITY NUMBER ONE. FOLLOWING ACTIVITIES ARE PROPOSED:

(1) CALLS ON GOVERNMENT AGENCIES AND ENTERPRISES IN TAIPEI, TAICHUNG, KAOHSIUNG, ETC. TO ASCERTAIN STATUS OF
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PROCUREMENT PLANS AND TO OFFER ASSISTANCE.

(2) FACILITATING PRESENT AND ENCOURAGING FUTURE GOVERNMENT PROCUREMENT MISSIONS TO THE UNITED STATES, PARTICULARLY FOR INDUSTRIAL PRODUCTS.

(3) SPECIAL TRADE FACILITATION FOR MINISTRY OF FINANCE SUPERVISED GOVERNMENT PROCUREMENT PROCEDURES. THIS ACTIVITY MAY DUPLICATE SOME CAMPAIGN ACTIVITIES, SUCH AS

MEDICAL EQUIPMENT, BUT IS BEST PUT HERE SINCE THE PRODUCT LINES WILL BE WIDESPREAD.

(4) INCREASED REPORTING OF FOREIGN GOVERNMENT TENDER TO'S AND PREPARATION OF AN ARTICLE FOR "COMMERCE AMERICA." WHILE THIS ACTIVITY WOULD AT FIRST GLANCE SEEM TO DUPLICATE MAJOR PROJECTS TO A CERTAIN EXTENT, HERE WE ARE NOT TALKING ABOUT "BIG TICKET" ITEMS, BUT RATHER THOSE RANGING FROM \$25,000 TO ONE MILLION DOLLARS. THIS ACTIVITY IS DESIGNED TO ATTRACT MORE US FIRMS TO THE TAIWAN MARKET, THEREBY BROADENING THE BASE OF US FIRMS ACTIVE AND REPRESENTED ON TAIWAN (A SINEQUANON IF OUR TRADE DEFICIT IS TO BE SIGNIFICANTLY REDUCED).

(5) BREAKING DOWN NTB'S (WHICH PART OF ACTIVITY NO. 3) WILL BE EMPHASIZED.

(6) PROMOTION OF SELECTED TOKYO TRADE CENTER SHOWS WHICH DO NOT CONFLICT WITH TAIPEI TRADE CENTER SHOWS.

(7) WIDEN SCOPE OF FOREIGN BUYER PROGRAM ACTIVITIES. ADDITIONAL EFFORT WILL BE MADE THROSEH DIRECT MAIL CAMPAIGN FOR A FEW SELECTED US TRADE SHOWS.

3. GIVEN THE TIME BEING SPENT ON THE BMA CAMPAIGN, AND WITH TWO AID-FUNDED POSITIONS (ONE FSL PROFESSIONAL AND ONE FSL SECRETARY) ABOLISHED IN THE EXON/COMM SECTION SINCE THE CCP WAS WRITTEN, IT DOES NOT APPEAR POSSIBLE TO ACCOMPLISH ALL THE EXISTING SIX CAMPAIGNS AS WRITTEN. WE WOULD UPGRADE PRIORITIES FOR THREE OF THE CAMPAIGNS AS FOLLOWS: MEDICAL
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TO #2; MACHINE TOOLS TO #3; AND PACKAGING TO #4. THE OTHER THREE CAMPAIGNS CAN BE RETAINED IN ABBREVIATED FORM, OR SUBSUMED UNDER ACTIVITY NUMBER 2, TRADE PROMOTION EVENT SUPPORT. OTHER TRADE PROMOTION EVENTS TO BE ADDED TO ACTIVITY NUMBER 2 ARE SOUTH CAROLINA IOGA MISSION- OCTOBER, MICHIGAN MACHINE TOOL IOGA MISSION - FEBRUARY, AND COMMERCIAL FISHING SPECIALIZED TRADE MISSION - SEPTEMBER. IN VIEW OF TRADE CENTER'S OWN ACTIVE SHOW PROMOTION PROGRAM, COMMERCIAL ATTACHE AND TRADE CENTER DIRECTOR HAVE JOINTLY AGREED FOR EACH OF THE CAMPAIGNS TO DROP ACTION 2, INDUSTRY CALLS. OF COURSE, THE SECTION WILL CONTINUE PROVIDING REP-FIND SERVICES WHICH PROMOTE TC SHOWS. IN ADDITION, THERE ARE NOW IN EACH CAMPAIGN THREE ARTICLES TO BE PUBLICIZED THROUGH USIS OR THE COMMERCIAL NEWSLETTER REGARDING TECHNOLOGICAL DEVELOPMENTS IN THE SIX CAMPAIGN TARGET INDUSTRIES. PUBLICITY RESULTING FROM THE PLACEMENT IN THE MEDIA OF THOSE 18 ARTICLES WOULD UNDOUBTEDLY GENERATE INTEREST IN AMERICAN PRODUCTS. HOWEVER, IT IS THE OPINION OF THE TAIWAN CCAG, THAT THE CURRENT INTENSE INTEREST IN PURCHASES AND REPRESENTATION AMONG TAIWANESE COMMERCIAL INTERESTS HAS RENDERED UNNECESSARY THE EXTENSIVE PUBLICITY PROGRAM, WHICH ONLY SECONDARILY OR TERTIARILY STIMULATES EXPORTS.

AS IT IS, THE BMA PROGRAM PRESENTS US WITH SO MANY DIRECT SALES OPPORTUNITIES THAT WE HAVE TO PICK AND CHOOSE.

4. ALSO THE VISUAL SEARCH MICROFILM FILE, ACTIVITY 5, WILL BE UPGRADED IN PRIORITY DUE TO EXTENSIVE REVISION OF THE VSMF MARKETING PLAN. THE NEW PLAN, SUBMITTED IN TAIPEI 0246 IN RESPONSE TO USDOC 0005, INCLUDES TRANSFER OF THE VSMF FILES TO KAOHSIUNG FOR ONE WEEK IN MARCH-APRIL ACCOMPANIED BY A COMMERCIAL OFFICER AND COMMERCIAL LIBRARIAN, AND FOR PREPARATION OF NEWS RELEASES AND PRINTING OF BROCHURES FOR DIRECT MAILOUT TO TARGET AUDIENCES ON FTI LISTS. IMPLEMENTATION OF THE PLAN WILL REQUIRE MORE RESOURCES THAN THE PLAN ENVISAGED IN THE FY78 CCP AND REPORTED IN 1977 TAIPEI 7656, ALTHOUGH FUNDING OF DIRECT UNCLASSIFIED

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COSTS WILL COME FROM THE VSMF PROGRAM.

5. POST WILL SHORTLY SUBMIT REVISIONS OF SECTION V PERSONNEL RESOURCES ALLOCATION (IN WORKDAYS) -- REQUIRED BY THE LOSS OF THE TWO POSITIONS REFERRED TO ABOVE -- TO COMMERCE BY AIRGRAM.

6. THE FIRST QUARTER CCP'S MOST IMPORTANT GOAL -- STRONG SUPPORT FOR THE TRADE CENTER MEDICAL EXHIBITION UNDER RCAMPAIGN 6 -- WAS FULLY ACHIEVED IN SPITE OF TEMPORARY REDUCTIONS IN RESOURCE LEVELS. WITH REGARD TO PERSONNEL, THE COMMERCIAL OFFICER AND TWO FSL COMMERCIAL SPECIALISTS WERE IN THE US DURING THE FIRST FISCAL QUARTER FOR WEIGHTED AVERAGE OF 5 WEEKS EACH. THIS WAS, HOWEVER, BENEFICIAL FOR THE POST, BECAUSE ALL VISITED USDOC IN WASHINGTON, AND SAW FIELD OFFICE OPERATIONS. A FURTHER IMPACT ON RESOURCES WAS THAT THE SOUTH CAROLINA IOGA TRADE MISSION IN OCTOBER REQUIRED COMMERCIAL SECTION PROGRAMMING. ALSO, THE BNA PROGRAM BEGAN NOVEMBER 5 AND SINCE THEN HAS TAKEN AN INORDINATE AMOUNT OF TIME OF THE ECON/COMM COUNSELOR AND COMMERCIAL ATTACHE. CONSEQUENTLY, THE POST LACKED SUFFICIENT RESOURCES TO ACHIEVE FULLY ALL CCP GOALS SET FOR THE FISCAL YEAR'S FIRST QUARTER.

7. ACTION REQUESTED: CCAG REQUESTS WCAG CONCURRENCE IN PROPOSED CCP PRIORITY REALIGNMENTS AND ESTABLISHMENT OF NEW CAMPAIGN.
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